



P.O. Box 2220
Lexington, KY 40588
www.bashmagazine.com

Advertising Contract

Contract Number: _____

A contract by and between Bash Magazine, LLC and:

Business Name _____

Contact _____

Phone _____ Fax _____

Email _____

Address _____

City _____ State _____ ZIP _____

Ad Size

Back Cover	10.25" W x 12.5" T [Full Color]	<input type="checkbox"/>			
Full Page	10.25" W x 12.5" T	<input type="checkbox"/>			
3/4 Page	7.65" W x 12.15" T	<input type="checkbox"/>	10.25" W x 9.36" T	<input type="checkbox"/>	
1/2 Page	10.25" W x 6.2" T	<input type="checkbox"/>	5" W x 12.15" T	<input type="checkbox"/>	
3/8 Page	7.65" W x 6.2" T	<input type="checkbox"/>	5" W x 9.35"	<input type="checkbox"/>	
1/4 Page	5" W x 6.2" T	<input type="checkbox"/>	10" W x 3" T	<input type="checkbox"/>	2.5" W x 12.2" T <input type="checkbox"/>
1/8 Page	2.5" W x 6.2" T	<input type="checkbox"/>	5" W x 3" T	<input type="checkbox"/>	
1/16 Page	2.5" W x 3" T	<input type="checkbox"/>		<input type="checkbox"/>	

Duration: 1 / 2 / 4 / 12 months

BILLABLE:

A. Insertion Cost: \$ _____

B. Black&White or Color [add 15%] : \$ _____

C. Design Fee [add \$50 if applicable]: \$ _____

D. Special placement [add \$100 if applicable]: \$ _____

Total Due: \$ _____

Total Divided by Duration of Contract Equals Monthly Payment: \$ _____

Print Name _____ Signature _____ Date / /

Your signature on this contract binds this commitment, and signifies that you have the authority to enter into this contract; have reviewed, agree with, and initialed Bash Magazine's policies on the back of this contract.

Payment Type: _____

Bash Sales Representative _____ Date / /

Trade References:

- 1. _____ Contact Info: _____
- 2. _____ Contact Info: _____
- 3. _____ Contact Info: _____

BASH Policies

I have read and agree to abide by the policies of Bash Magazine

INITIAL _____

PAYMENT TERMS

Bash requires pre-payment or payment within thirty (30) days of receipt of invoice. For multiple-month contracts, if advertisers do not pay in advance, then they will be billed equal monthly payments after each insertion for the duration of the contract. All political or transient advertisers must pay in advance, without exception. Advertisers with delinquent accounts may lose credit privileges and denied future insertions. Delinquent payment may result in the loss of frequency rate. A finance charge of 2% per month (24% per year) is added to past due accounts. Advertisers assume responsibility for the cost of debt collection.

Advertisers must sign a contract prior to their first insertion. Advertisers who terminate their contracts early will be subject to extra assessments; likewise, advertisers who extend their contracts may be eligible for credit rebates.

TECHNICAL INFORMATION

Ads may be submitted on CD or DVD to your contract-designated Bash Representative, or via email to your representative or editor@bashmagazine.com. Bash is a tabloid publication printed on newsprint. The use of overprints, transparencies, 4-color text, photo-effects, reverses and extremely fine type are discouraged, as the results of their use cannot be guaranteed. Unsatisfactory results due to any of these will not be compensated. Ads smaller than a full page must be bordered to their exact dimensions. Bash reserves the right to border any ad it deems necessary and to resize any ad to fit its standard dimensions.

Adds should be in PDF, JPG, or TIFF format, 300 dpi, and CMYK or greyscale. Technical questions should be forwarded to editor@bashmagazine.com

AD DESIGN

Standard ad design fee is \$50. Ads requiring extensive production work (including but not limited to scanning, photography, and photo editing) are subject to additional charges. Ad content, quality, photography, images, and type are subject to the approval of the publisher.

AD PLACEMENT

Bash Magazine will make every effort to place ads

for maximum effectiveness within the overall layout. Requests for position can be accommodated for an additional charge of 15% of the total price. Black & white ads placed on color pages by request will be charged the color rate. Ask your Bash Representative for details.

AD CANCELLATION POLICY

Insertion orders are considered binding contracts. Upon receipt of an order, a space will be reserved in the designated issue(s) for the purchased ad. Cancellations will be accepted on any order until two weeks before deadline. Cancellations made after this time will not be accepted or honored. The advertiser will be held responsible and billed for any space that is reserved within two weeks of the posted deadline.

CONDITIONS

Advertisers are liable for all content of advertisements and are responsible, without limitation, for any and all claims made thereof against Bash, its officers, or employees. The publisher reserves the right to revise, reject, or omit without notice any advertisement at any time. Publisher accepts no liability for Bash's failure to insert an advertisement for any reason. If a mistake in advertising occurs (including, but not limited to omission, copy error, or size error) and is the fault of the publisher, advertiser remedies will be limited to insertion of a "make-good" advertising space in the next available issue. No allowance, however, will be granted for an error that does not materially affect the value of an advertisement. To qualify for remedy, errors must be reported within one week of publication date. Credit for errors is limited to the first insertion. Publisher shall not assume further financial responsibility for errors, and the advertiser expressly agrees that a contract or insertion order shall not be invalidated by mistakes. Drawings, artwork, electronic media, and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate their return. The publisher reserves the right to revise advertising rates at any time. Announcements of an increase shall be made four weeks in advance to contract advertisers. No verbal agreement altering the rates and/or the terms of the rate card or signed contracts shall be recognized.